

Developing a Demand-Driven Strategic Plan

Meeting the needs of workers and business; providing services that prepare workers to take advantage of new and increasing job opportunities in high growth/high demand and economically vital industries and sectors of the economy

Elements of a Demand-Driven Strategic Plan

- **Economic analysis** (economic indicators, labor market information, census data, educational data, projections and data from the private sector, interviews with business, etc.)
 - Identify target industries and occupations that are high growth, high demand and critical to the local/regional economy.
 - Understand the regional labor market context by determining where the jobs are, the demographics of the labor pool, and the current and projected economic climate to support development of relevant service delivery strategies for both businesses and individuals.
- **Workforce strategies that target industries** that are high growth, high demand and critical to the regional economy that are most likely to support economic growth and provide individuals with the opportunities to get good jobs with good pay and career pathways.
 - Identify ways to build the skills of the available labor pool in order to attract new business.
 - Identify mechanisms for developing strategic partnerships with high growth, high demand businesses, the education and training community, including K-12, tech colleges and others.
 - Develop an approach for engaging targeted businesses and industries; consider sectors or "cluster" that engage multiple businesses or like businesses.
 - Develop strategies for engaging and growing small businesses
- **Strategic partnerships**; the public workforce system is a catalyst for bring partners together (workforce investment system, targeted businesses and industries, economic development, education and training providers including K-12)
 - Tech colleges and other education and training providers assist in developing competency models and curricula to build core competencies, and train workers.
 - The public workforce system accesses workers and places trained workers in jobs
 - Develop and sustain a process for working with businesses and industry to continuously identify workforce issues and work collaboratively to address those issues to drive investment of public workforce dollars and identify opportunities to leverage those dollars.

- **A solutions-based approach to services delivery** instead of a menu-driven approach. Collect and analyze information about workforce challenges incorporating a demand-side perspective; ensure the right partners are at the table; work collaboratively to explore, frame, and implement solutions; assess how the resources and assets of the Job Center system can be effectively deployed and leveraged.

- **A full array of assets** is available in the Job Centers to support individual workers as well as to provide solutions to workforce issues identified by business and industry.
 - Provide direction and support to the one-stop delivery system on the strategic priorities to guide investment of resources, structuring business services, and informing service delivery strategies for all customers.

- **Demand-driven career guidance**
 - Provide students, teachers, partners, guidance counselors and job seekers with information on the high growth, high demand industries, the skills and competencies needed for jobs in those industries, and career ladders related to those industries.
 - Continuously train service delivery staff with the most current labor market and career information in order for them to provide expert guidance to Job Center customers.